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ABSTRACT

A method and apparatus is provided for connecting a computer to electronic addresses in sync with an audio/video broadcast. Simultaneously with the broadcasting of audio/video programming, an address transmitter transmits an address, such as a URL, identifying an on-line service which contains information about the audio or video programming. This address is received by a computer and used to automatically access the on-line service. Preferably, the process is repeated with different addresses corresponding with different programming. It is also preferred that the addresses be sent via a paging system.